

Waterside Village at Easton



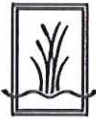
REMCO PROPERTIES, LLC

Architectural Theme Book - Phase II Development



A PLANNING GUIDE TO MATERIALS AND STYLE

- Building Design Elements
- Openings, Doorways and Windows
- Lighting and Landscape
- Site Features



Project Overview and Regional Context

Commercial Retail Development in Easton

Waterside Village at Easton is designed to compliment and expand the existing range of commercial retail shopping choices in the Easton market by blending the needs of unrepresented national retail tenants with the desire of local residents to maintain the historic feel and character of the Easton area. Existing shopping centers on the Route 50 corridor are generally isolated from downtown and were developed at a time when highway retail had little regard to compliment the architecture of its surroundings. Within these older Route 50 centers, outparcel uses are separated by distances that do not encourage pedestrian cross shopping nor do they provide the pedestrian links to give shoppers the encouragement to walk those distances.

Waterside Village uses a modern approach to bridge the gap between the programmatic design requirements of retail tenants and the historic architecture found in downtown Easton while encouraging pedestrian movement by way of sidewalk links between buildings and other points of interest spaced close enough together to allow shoppers the choice to walk.

Located at the intersection of Route 322 and Saint Michael's Road and extending Easton's western shopping corridor, Marlboro Avenue, Waterside Village provides an opportunity for mid-to-large size retail and office tenants to develop along side smaller sized shop spaces they might not otherwise be located near in a true downtown setting without impacting downtown.

Phase II PUD Extension

The purpose of this Architectural Theme Book is to document the materials and design choices that contributed to the successful development of Waterside Village Phase I and ensure that these details are implemented in the future building and site design of Phase II.



Building Design Elements

Better by design

Waterside Village is designed according to the principles outlined in both the "Design Guidelines for New Development" and the Supplemental Zone Regulations for Major Retail as published by the Town of Easton. A variety of suggested practices from each of these documents are incorporated to produce an architectural theme compatible with the traditional architecture of Easton without copying any one building and while maintaining sufficient variety to create amazing visual interest.

Brick is the predominant building face material, and has been used throughout the development in varying color and type to provide the sense that the center was developed over a longer time period, similar to downtown. Other materials include stone water tables at the building base, stone door and window lintels, and Doric inspired columns common in federal style architecture supporting arcades and overhangs. Colors are generally neutral and muted with limited use of bolder accent colors related to the "brand color" of specific tenants.

Every building uses a combination of wall plane projections, three dimensional cornice detailing and multiple roof planes to create the appropriate link between pedestrian scale while acknowledging the importance of the building itself. Street level windows are varied in both size and style while second floor windows, where used, follow a repeating pattern typical of downtown.

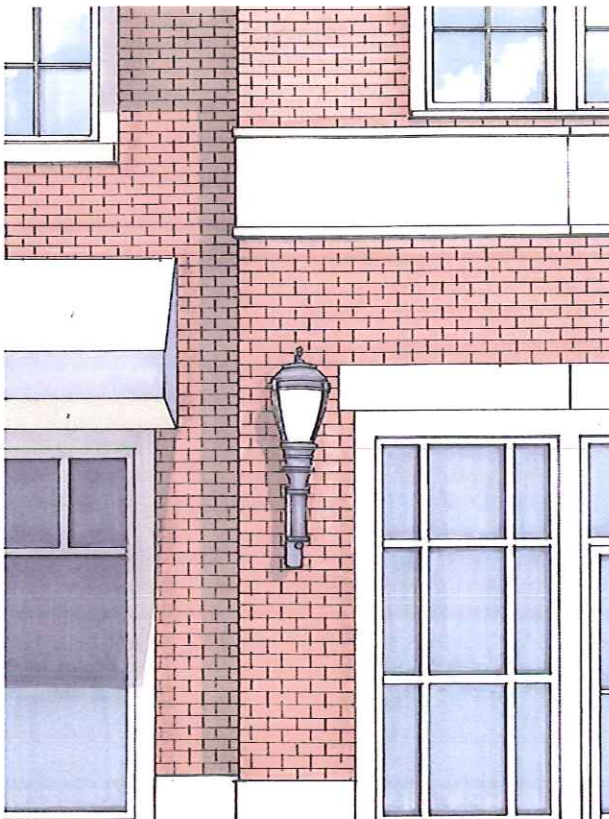




Building Design Elements continued

Phase II of the development will utilize the same architectural relationships of building proportion and massing along with projections and details including brick, stone and other building materials selected for Phase I to accomplish compatible buildings to those already constructed. The following list contains materials or design principles that may be used in various combinations to achieve a unique but blended building design for proposed facilities. This is not intended to indicate that all of these details will be used on any given building nor is intended to limit the ability to include other architectural features to achieve the desired result.

- Predominantly brick facades with details such as soldier courses, grapevine mortar joints, and recessed inlays
- Cast stone accent materials
- Doric inspired columns
- Articulated and dimensional cornices
- Varied roofing treatments including standing seam metal and asphalt shingle
- Window awnings
- Cast stone or textured masonry water table at building base
- Large storefront display windows with transom glass
- Varied building heights
- Neutral trim colors
- Bold accent colors only where needed to draw attention to specific features
- Varied traditional exterior lighting fixtures



Openings, Doorways and Windows

Connecting inside and outside

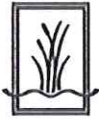
Windows, doorways and other façade openings are critical links between spaces...interior, exterior or both. They communicate between interior and exterior bringing outside in while providing safety and security to the enclosed space.

Windows let natural light fill the interior spaces of a building. In a commercial application, they also allow a passerby the opportunity to glance inside and see if a store has a product or service they might be interested in. The style of the window itself along with what is displayed can reveal much about the store merchant. Storefront windows have been carefully selected with a variety of shapes and sizes including transom glass on almost all ground floor openings typical of the downtown style. Window frames are made of modern materials with true divided light and a variety of colors used from store to store as one would find in any historic streetscape.

Doorways draw a person from one space to the next both physically and psychologically. They must be welcoming and well marked for a person to understand where they are headed and what they can expect to find on the other side. Special attention is paid to the entranceways throughout Waterside Village to set each one apart from its neighbor while making them all feel like they belong together. Pedestrian scale openings with a variety of surrounding features are used including column supported overhangs, inset or recessed entryways and awning covered openings.

Occasionally an opening is used merely to mark a transition in place without any door or window to intercede. An opening in the arcade along the front of a building or an overhanging second floor corner supported by a single column provides a simple exterior pass through with its only purpose being to mark a place and invite the pedestrian to notice where they are at that moment. Points such as this are scattered just off the beaten path of many building fronted sidewalks at Waterside Village.





Lighting and Landscape

What isn't always seen

Superior landscape and lighting design is seldom noticed by the average person visiting a commercial development, but when it's done well, it unconsciously influences their experience and makes the decision to return an easy one.

Visually interesting and native plant materials tolerant to the Easton climate have been used throughout Waterside Village. They are arranged to subtly screen parking areas and invite pedestrians along the walkways. Vegetated bio-filtration areas are beautifully incorporated throughout the parking areas. Sidewalk pots and planters featuring annuals dot the building facades drawing the eye up and down between storefronts. Wetland areas are protected and enhanced providing quiet places to observe nature on your way from one side of the Village to the other.

A variety of classic lighting fixtures are used to lend interest to the many architectural features of Waterside. Gooseneck style spot lights illuminate signs and awnings on highly articulated building elements. Form follows function in the central parking areas where more modern efficient fixtures in muted colors provide background security lighting to supplement the traditional pedestrian scale streetlight fixtures which line the primary walkways and are found mounted on many building facades.



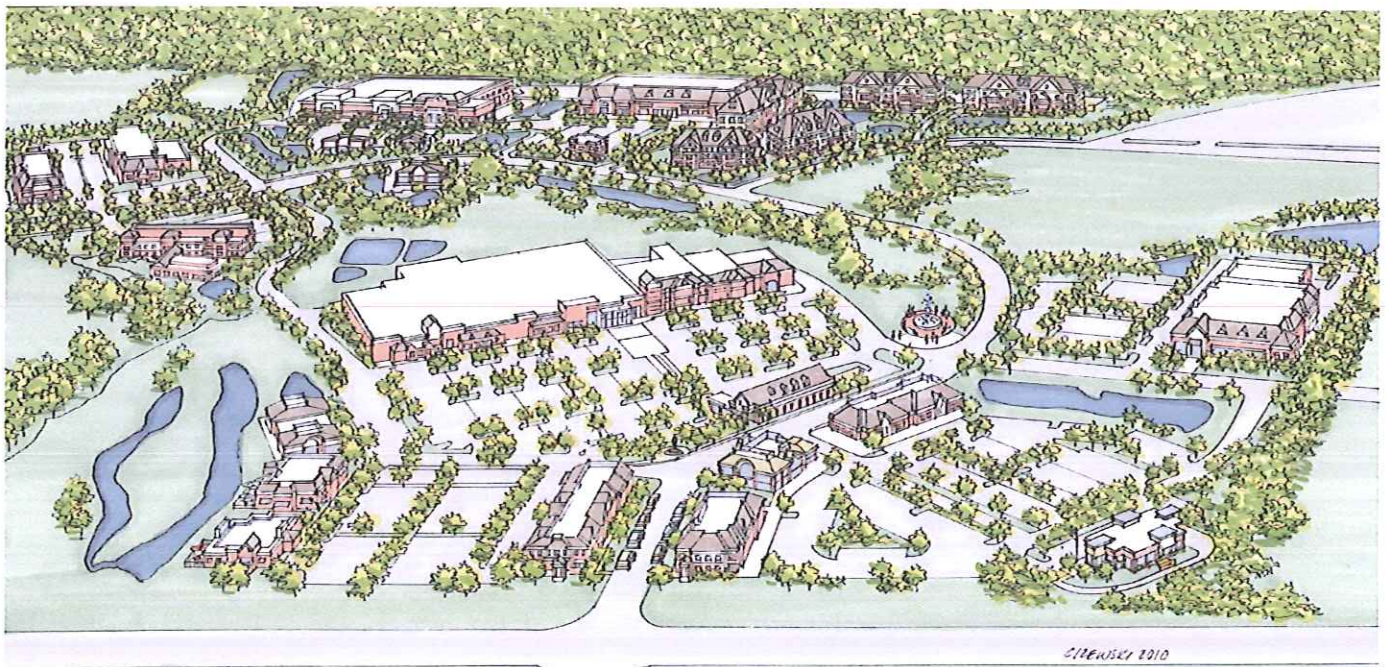
Site Features

Respecting the environment

Waterside Village was carefully planned to provide for clusters of development positioned with respect for natural features of the undeveloped property. Woodland and wetland areas have been permanently preserved and enhanced providing safe habitat for waterfowl and other wildlife.

There is a growing movement to park the car and use the legs. Waterside Village supports this concept. Buildings are positioned with generally no more than three hundred feet between them to allow easy walking from place to place. Where greater distances separate the uses, pedestrian scale points of interest such as the clock courtyard have been used to allow a resting point or simply as a visual marker breaking up the distance and encouraging the pedestrian to continue on. Bike racks are located in various points in the development to encourage that type of transit as well.

Phase II is positioned to further that spirit by providing the uses and points of interest along Marlboro Avenue that will complete the spatial connection between Easton Village on the south side of Saint Michael's Road and Phase I of Waterside Village. Easton Village is a Traditional Neighborhood development which, when fully occupied, is intended to encourage pedestrian movement between its various sub-neighborhoods as well as to parks and other venues within the development. Waterside Village is a natural destination in easy walking or biking distance for those pedestrians to have a meal or do some light shopping. By creating the places to go, stop and visit along the way, Phase II will do more than complete Waterside Village, it will both link and transition these special places for the greater benefit of the Town of Easton.



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